

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Consumer Trade Shows
Seattle Adventures In Travel Expo

Approval Requested

X Final

 Preliminary

Need for the project:

Russell Country will attend the Seattle Adventures In Travel Expo September 13-14, 2008 in Seattle, WA. We will have two exhibit partners for this show. Personal contact with potential travelers has been a highly effective method of getting information out about Russell Country's vacation product. Booth space fees will be shared equally with our exhibit partners. Travel expenses for one Russell Country representative to attend the show will be paid by Russell Country. Our exhibit partners will pay travel costs for their representatives to attend.

The Seattle-Tacoma area, with a 4.5 million population, is a strong market for Russell Country. Washington is our #1 state for non-resident visitation. We have good air service to the region from Seattle. We also have Amtrak service with two stops along the northern tier of the region. Russell Country is also an easy drive market for Seattle area residents. Travel show co-sponsors include The Seattle Times and Nat'l Geographic Adventure magazine. Speakers at the show include Rick Steves, noted guidebook author, Arthur Frommer of Budget Travel, and Phillippe Cousteau, adventure travel expert.

Shows attended during FY08 were the Minnesota Travel Show in Minneapolis with our booth positioned adjacent to Custer Country; Bay Area Travel Show in partnership with the Yogo Inn, Triple J Guest Ranch and Mills Wilderness Outfitters; Portland Sportsmen's Show in partnership with the BW Heritage Inn, TownHouse Inns, and the Yogo Inn (Missouri River Country also attended this show although we were unable to be located adjacent); and the Calgary Outdoor Travel Show in partnership with TownHouse Inns.

Our consumer show attendance is evaluated by total attendance at the show and by the quantity of material we give out to interested travelers. Shows are selected based on our target markets and demographics.

Objective in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase Russell Country's presence at trade shows by attracting one additional exhibit partner to share costs for each show attended.
- Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planner handed out, hand out one CD.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

Goal #6 – Continue our successful FAM trips and travel show attendance.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

Goal #5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal #9.2 – Foster opportunities to pool public and private marketing dollars.

Goal #10.2 – Create public/private/tribal partnerships for cooperative project implementation.

Detail pages attached: Yes

PROJECT BUDGET:

FY09 CONSUMER TRADE SHOWS

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses			
Booth space	\$ 992.00	\$ 992.00	
Electricity	\$ 100.00	\$ 100.00	
Shipping/Dreyage	\$ 400.00	\$ 400.00	
Air Transportation	\$ 500.00	\$ 500.00	
Ground Transportation	\$ 25.00	\$ 25.00	
Lodging	\$ 420.00	\$ 420.00	
Per Diem	\$ 100.00	\$ 100.00	
Miscellaneous	\$ 25.00	\$ 25.00	
 PROJECT TOTAL		 \$2,562.00	